

## 2016 ANNUAL REVIEW



### f FACEBOOK FANS

2015: 4,412	2016: 6,009
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**INCREASE: 36.2%**

### FACEBOOK REACH

2015: 706,875	2016: 909,125
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**INCREASE: 28.6%**

### 🐦 TWITTER FOLLOWERS

2015: 1,821	2016: 2,197
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**INCREASE: 20.6%**

### TWITTER MENTIONS

2015: 312	2016: 273
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**INCREASE: -12.5%**

### 📷 INSTAGRAM FOLLOWERS

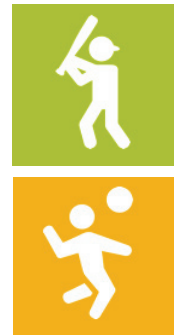
2015: 637	2016: 1,131
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**INCREASE: 77.6%**

### G+ GOOGLE+ FOLLOWERS

2015: 412	2016: 427
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**INCREASE: 3.6%**



### PR COVERAGE



**WEB**  
Total: 50  
Reach: 1,241,540

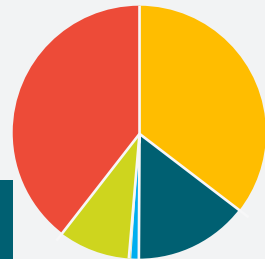
**TELEVISION**  
Total: 41  
Reach: 1,040,296

**NEWSPAPER**  
Total: 23  
Reach: 340,000

**MAGAZINE**  
Total: 11  
Reach: 282,976

**RADIO**  
Total: 1  
Reach: 8,800

**Total: 121  
REACH: 2,760,074**



## 11 PRESS RELEASES

## 5 TRADE SHOWS

- NASC Annual Education Symposium (April)
- Connect Sports (August)
- SPORTS Institute (September)
- TEAMS Conference (September)
- USSSA Annual Convention (November)



**215,320**  
VISITS TO THE WEBSITE

**47.6%** NEW VISITORS TO SITE



**48 NEW EVENTS**



**18,233 WELCOME BAGS**

**10 HOSTED SPORTS EVENT PLANNERS**

**142 EVENTS**

**103,562 ROOM NIGHTS**

**ECONOMIC IMPACT OF \$135 MILLION**



## ADVERTISING PRINT

**SPORTS EVENTS MAGAZINE  
HALF PAGE, 4 MONTHS**  
February, March, May, December

**USSSA  
FULL PAGE, 4 MONTHS**  
April, June, September, November

